

Marked Up Version Specification

Page 3, lines 13-16

Co-related, an email service provider receives emails for the first and second email addresses of the user, and organizes the received emails by at least the email addresses, and by intended versus non-intended CP/GCP of the email addresses. The email service provider provides these received emails to the computer used by the user, with the emails so characterized accordingly.

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As illustrated, client computer **102** is equipped with browser **132** and enhanced email application **134**, which includes enhanced viewing function **144** and address manager **146**, in addition to conventional functions, such as compose function **142**, and send and receive function **144**. A user of client computer **102** uses browser **132** to visit, commerce or otherwise interact with web sites **112** and **114**. The nature of the interaction is a type that calls for the provision of an email address by the user of client computer **102** for web site **112/114** to send from time to time emails to user. As will be described in more detail below, the user of client computer **102** advantageously uses the enhanced functions provided to email application **134** (address manager **148** in particular) to provide separate and distinct email addresses to web sites **112** and **114**. For the illustrated embodiment, the email addresses are hosted by email service provider **100** (more specifically, address manager **154** of email server **136**). Further email service provider **100**, which includes enhanced functions (in cooperation with the enhanced functions of email application **134**) in facilitating the user of client computer **102** in quickly discerning whether the received emails are from web sites **112** and **114** or not (i.e. the intended communication partners of the email addresses), as well as quickly

disposing (if so desired) received emails from senders other than web sites **112** and **114** (e.g. a purchaser of the mail list of web site **112/114**). In one embodiment, the quick discernment and quick disposition is made possible by an automatic categorization feature provided by email service provider **100** (more specifically, receive and distribution manager **152** of email server **136**).

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Email service provider **100** may be a dedicated email service provider or may also offer other types of services or contents. That is, the privacy enhanced email service may be provided as an integral part of content provision, access service, or services of other kinds. The privacy enhanced email service may be provided by a single or a cluster of servers interconnected via local or wide area networking. Suitable computer servers include but not limited to those available from IBM of Armonk, NY, and Sun Microsystems of Mountain View, CA.

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Similar to the earlier embodiment, at **312402**, the user of client computer **102**, using email application **134**, registers with email service provider **100** for the privacy enhanced email service. At **314404**, when a need for an email address is “detected”, address manager **148** contacts email service provider **100** and requests for assignment of a separate and distinct email address for use with the intended communication partner or partners. In one embodiment, the request integrally includes the email address or addresses of the intended communication partner or partners. In response, at **316406**, email service provider **100** provides client computer **102** with a separate and distinct email address for use with the intended communication partner or partners. In one embodiment, the separate and distinct email address may be generated in real time. In an alternate embodiment, email

service provider **100** may select the separate and distinct email address from a cache of pre-generated separate and distinct email addresses for the user. The pre-generation e.g. may be done at registration time, and thereafter periodically.

In alternate embodiments where the email address or addresses of the intended communication partner or partners were not provided as an integral part of the request for the separate and distinct email address, the method further include an operation 408, where address manager **148** subsequently provides email service provider **100** with the address/addresses of the intended communication partner/partners, e.g. by way of a "confirmation" message or messages.

Regardless, in response, as the earlier described embodiment, email service provider **100** updates the separate and distinct email addresses accordingly, noting the email address/addresses of their intended communication partner/partners, 318.

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At **606**, client computer **102**, using email application **134**, connects to email service provider **100** to retrieve the stored received emails (tagged in accordance with at least the email address addressed and whether the originators were intended communication partners of the email addresses). At **608**, viewing function **146** of email application **134** presents the received emails for viewing by the user, using different "in-boxes" the different email addresses, and different "folders" for the received emails originated from the intended communication partner/partners, and received emails originated from sources other than the intended partners (see e.g. elements 702-704 in Fig. 7).

At **610**, in response to instruction from the user, viewing function **146** deletes all received emails addressed to an email address of the user not originated from the intended communication partner or partners. For the illustrated embodiment, viewing function **146** also presents an end user interface feature, such as a

command button, to enable the user to provide the delete instruction with a single press of a key/control button (see e.g. also elements 706 in Fig. 7).